

Beauty of the Great Plains

Rudbeckia hirta 'Denver Daisy'



- Economical and programmable production
Increased savings in time and resources
- Early flowering window
More marketability and reduced production costs
- Long blooming season
Extended sales opportunities
- Superior heat tolerance and durability
Exceptional garden performance

Summer-long Flower Power

'Denver Daisy' is a symbol of city-wide beautification for the historic 150th anniversary of the city of Denver. Rudbeckia 'Denver Daisy' was selected because of its extreme heat tolerance, its summer-long flower power, and its ability to stand up under the extreme weather variations in the Mile-High city. Growers will love this new Rudbeckia because of its high germination rates and high percentage of usable seedlings. Low cultural inputs and short crop times ensure that the new 'Denver Daisy' will perform in a wide array of greenhouse situations. 18-20" (45-50 cm) tall, the 'Denver Daisy' is perfect for 1.0 gallon production, or for large landscape plantings. Flower power is no understatement for this beauty as large masses of golden flowers adorned with rusty red rings cover the 'Denver Daisy' from late spring until first frost. Strong, dense flowers stems ensure that the 'Denver Daisy' will not flop or fall over in adverse weather conditions. The 'Denver Daisy' is the embodiment of the true pioneering spirit of the American West. Its raw beauty and ability to thrive in very diverse and rugged areas makes it a perfect fit for the entire country.

Technical Information

Life cycle: Annual

Garden height: 18-20" (45-50 cm)

Germination: 8-14 days at 68-72 °F (20-22 °C).

Plug culture: During Stage II, maintain 68-72 °F (20-22 °C) temperatures and gradually reduce humidity levels. Begin feeding at 50 ppm nitrate nitrogen. During Stages III and IV, gradually lower temperatures to 64-68 °F (18-20 °C). Increase fertilization to 75 ppm nitrogen in a well balanced mix. Plugs should be ready to transplant in 3-5 weeks.

Growing on: Transplant plugs into 6" (15 cm) or larger pots. Grow on at 60-64 °F (15-18 °C) day temperatures and 50-55 °F (10-13 °C) night temperatures. Feed weekly at 150 ppm nitrogen in a well balanced fertilizer mix.

Crop time: plugs: 4-5 weeks, 6" (15 cm) pot: 13-14 weeks, 1.0 gallon pot: 15-16 weeks.

Culture hints: Keep plugs under short days. Keep humidity low and provide good ventilation. Maintain adequate spacing for improved plant branching and quality. **Cooler temperatures can delay flowering by 2-3 weeks. Increased light level through assimilation lighting can reduce crop times by 1-2 weeks.

Ernst Benary of America, Inc.
2759 Wagner Court, Suite C
DeKalb, IL 60115-8609, USA
phone: + 815 756 4546
fax: + 815 756 9128
e-mail: info@benary.com

